

**Minutes of a Meeting of the Board of Trustees of the Scottish Hypnotherapy Foundation (SHF)  
held at Mannerston Holdings on Saturday 20<sup>th</sup> May 2017**

**Present:**

John Lawrence	Chair
Susanne McMahon	Vice Chair
Alison Bruce	Conference Director
Heather Hutchinson	Member Services Director
Dr Fiona McLeod	Medical Advisor
Jo Goss	Treasurer/Secretary

**Apologies:**

Mary-Jane Armstrong	Marketing Director
Rae Jenson	Education Director
Dr Jenny Lim	Trustee

The meeting commenced at 2.10pm.

**Item 1. Minutes of Previous Meeting**

The Minutes of the Meeting held on Saturday 18<sup>th</sup> February 2017 were accepted as a true record.

**Item 2. Ongoing Actions**

**a. Conference.**

Item 2a of the Minutes dated 18<sup>th</sup> February 2017 refers.

1. **Conference Reservations.** The Conference Director confirmed that she had updated the EventBrite form to include the revised fees and to add further information about the speakers. These details had also been included in the latest Newsletter (Item 2b refers) and on the Conference page of the SHF web site. The Eventbrite booking facilities were now open and three reservations had already been received.
2. **Speakers' Gifts.** The Marketing Director had ordered the speakers presentation plaques.
3. **Further PR Activities.** The Conference Director advised that that the Marketing Director had been very active in promoting the SHF in the following areas:
  - Sending emails to her extensive list of non-SHF members to promote the Conference.
  - Sending emails promoting the SHF (e.g. details of membership, CPD etc.) to non-SHF members.
  - Contacting hypnotherapy schools and other organisations in Scotland, requesting that they pass on information about the SHF to their students and members.
  - Promoting the SHF during her training courses and presentations.

## **b. Newsletter**

1. The Conference Director presented a draft of the latest Newsletter to the Board. It was approved without any need for amendments, and the Secretary would therefore send it out immediately to the Members and would arrange for it to be added to the Members' area of the web site.
2. The Conference Director reported that she had received no feedback following the release of the second Newsletter, and had only received one article from any members other than Trustees. She thanked those who had submitted articles for the second issue, and requested further articles of between 50-500 words for the third, which would be published after the next Trustee meeting.

### **Actions:**

1. The Secretary would forward the Newsletter to all SHF members and would arrange for it to be added to the SHF website.

## **Item 3. Discussion**

SHF Member Heather Hutchison (HMH Therapy) had responded to the plea in the last Newsletter for volunteers to replace the Chair, the Treasurer/Secretary and the Education Director when they stand down in September. She was particularly concerned that unless these posts were filled the SHF would have no alternative but to close. She was therefore actively seeking to muster support for these positions, and also had a number of suggestions that might make the organisation more attractive. She emphasised that she was in no way trying to step on the toes of the Marketing Director, who was doing sterling work, but felt there were other avenues we might like to explore. The following suggestions were discussed:

- Facebook. We need to encourage more relevant posts, e.g. articles for discussion.
- Post on the various forms of social media more frequently
- Send out a Survey Monkey questionnaire to find out peoples' views on what could make the SHF even more attractive for members. Mrs Hutchison would be happy to look into setting up such a survey.
- We could consider using Kahoot, which accesses mobile phones.
- Set up a forum, which could be accessed through the web site. This could be especially useful for those who do not use Facebook or any other form of social media. This would require monitoring to ensure that it would not be used inappropriately.
- Free webinars. It was noted that this could be very time consuming. There was also a risk that it could be used as a back door way for people to promote themselves.
- Free CPD. The Secretary agreed to email all Trustees initially, requesting a list of what topics would be of most interest and to find out how best people liked to study (e.g. on-line, workshops, webinars and seminars etc.).

Mrs Hutchison would be delighted to assist in encouraging new members. It was agreed that she should be elected to the Board with immediate effect, with the title of Member Services Director. Her position would be ratified at the AGM.

### **Action.**

1. The Secretary would email the Trustees requesting details of topics of greatest interest for CPD and for their preferred methods of learning.
2. The Member Services Director would investigate how to set up a survey through Survey Monkey.

#### **Item 4. Succession Planning.**

As noted at Item 3, the future of the SHF was in jeopardy unless the mandatory roles of Chair, Secretary and Treasurer could be filled. It was agreed that although the roles of Secretary and Treasurer were currently held by one person these could in future be divided into two separate posts (provided the Board did not exceed its maximum number of 10 Trustees). The notice in the Newsletter had so far received little response and the Secretary suggested that now might be the appropriate time to send out application forms for these posts immediately together with a covering letter, requesting that applications be submitted by 31<sup>st</sup> July 2017 at the latest. This would allow the Board to determine prior to the AGM whether or not the SHF could continue. Individuals could apply or could be nominated by another Member with the prior permission of the nominee. Terms of reference for each post would be available on request. The Chair agreed to produce terms of reference for his position, and the Secretary/Treasurer would provide terms of reference for her two positions.

The Secretary reminded the Board that the Constitution required that the SHF has a minimum of four Trustees and a maximum of ten, three of whom may be Co-opted Trustees (Clauses 23-24 and 28-29 refer). All Board Members other than the Chair and the Co-opted members are required to stand down at each AGM but will be automatically re-appointed unless they have indicated prior to the AGM that they wish to retire or that an election is necessary. Co-opted Members hold their office until the conclusion of the AGM but may, at the discretion of the Board, be co-opted for a further time without limit to the number of consecutive terms he or she may serve. The Chair is also elected by the Board. If there is more than one applicant for any post we should include their biographies with the AGM agenda. Additionally, if time allowed, each candidate could be invited to say a few words about what they could offer to the role. The appropriate forms would be sent out to all Members prior to the AGM provided the SHF was in a position to continue.

#### **Actions:**

1. The Secretary would prepare an application form for the vacant posts, plus a covering letter, to send out to all SHF Members.
2. The Chair would provide terms of reference for the role of Chair.
3. The Treasurer/Secretary would provide separate terms of reference for the roles of Secretary and Treasurer respectively.

#### **Item 5. Treasurer's Report**

- a. Item 4 of the Minutes dated Saturday 18<sup>th</sup> February 2017 refers. The Treasurer reported that the transfer of funds from the Co-operative Bank to a Treasurer's Account with the Bank of Scotland had now been completed and that the Co-operative Bank account had now been closed.
- b. The Treasurer presented the Financial Report for the period 1 January – 31 March 2017. A copy is attached at Annex A.

#### **Item 6. Any Other Business**

**SHF Achievements.** The Chair advised the Board that documents such as the covering letter to the application forms should focus on how much the SHF has achieved over the past four years. Examples would include our success in becoming a registered charity, our acceptance as a Registered Member of UKCHO, that both our Chair and Medical Advisor are Directors of that organisation and that the Chair is also a member of the SCVO Policy Committee.

**Action:**

1. The secretary would include a summary of the SHF achievements in the covering letter to the application forms for the positions of Chair, Treasurer and Secretary.

**Item 7. Date of Next Meeting**

The next Trustee Meeting would be due in late August/early September. The Secretary would initiate a Doodle survey with proposed dates.

**Action:**

The Secretary would send out a Doodle survey with proposed dates for the next SHF Trustee Meeting.

The Meeting closed at 3.40pm.

**I certify that this is a true record of the Meeting**



**Signature: .....**  
**Chair, SHF**

**Date: 30 May 2017**

## Financial Report for the Period 1 January – 31 March 2017

<u>Opening Balance</u>	<u>General Fund</u>	<u>Restricted Fund</u>
2186.99	2085.78	101.21*
<b><u>Income</u></b>		
Membership Fees	30.00	Nil
Gift Aid	4.22	Nil
PayPal	0.01	Nil
<u>Total Income</u>	34.23	Nil
<b><u>Expenditure</u></b>		
Subscriptions (VHS)	10.00	Nil
PayPal Fees	1.22	Nil
<u>Total Expenditure</u>	11.22	Nil
<b><u>Closing Balance</u></b>	<b><u>General Fund</u></b>	<b><u>Restricted Fund</u></b>
2210.00	2108.79	101.21

\*Note. £100 in the Restricted Fund is from a donation by a private individual, to be used specifically for therapy. The remaining £1.21 is from the Community Grant from the Voluntary Action Fund. All expenditure from the Restricted Fund was made from the Community Grant.

N.B. We are currently in the process of transferring the SHF Account from the Co-operative Bank to a Treasurer's Account in the Bank of Scotland. As of 1st April 2017 we have a total of £1901 to our new account (including £0.01 from PayPal), and have just £309.99 remaining in the old account. Once the last of the transfer paperwork has been completed the remainder will be transferred across and the Co-operative Bank will be closed. It is anticipated that we will be in a position to do this by 1<sup>st</sup> May 2017.



J P Goss – Treasurer  
6 April 2017